

PROGRAMME

Rejuvenate public relations, rejuvenate yourself

WEDNESDAY, JUNE 2ND

- 14:00 Welcome to the PRO PR Conference - Hotel check-in
- 14:00-19:30 **REJUVENATE YOURSELF**
*Unlimited usage of swimming pools Termalija Relax
Unlimited entrance to Sauna Centre Termalija Relax
Unlimited entrance to Termalija Family Fun
Unlimited entrance to Wellness Orhidelia*
- 19:30-21:00 **Dinner**

THURSDAY, JUNE 3RD

- 08:30-09:30 Registration – Welcome to PRO PR Conference “Rejuvenate public relations”
- 09:30-09:45 **Opening Ceremony - Welcome Speech**
Danijel Koletić
President of the Organizing Committee
- 09:45-10:00 **Lecture: PRSS (Public Relations Society of Slovenia) – The Guardians of PR**
Anita Kovačič Čelofiga (Slovenia)
President of the Public Relations Society of Slovenia
- 10:00-10:30 **Lecture: World PR Report 2020: Global Opportunities and Challenges for PR Industry**
Rob Morbin (The United Kingdom)
International Communications Consultancy Organization (ICCO) General Manager
- 10:30-11:00 **Lecture: 12 Secrets of Brand Communication**
Scott Gould (The United Kingdom)
Author „The Shape of Engagement“; Founder „The Engagement Academy“
- 11:00-11:30 **Networking in motion**
- 11:30-12:00 **Lecture: New Market Positioning**
Julij Božič (Slovenia)
Country Leader at Oracle Slovenia
- Agency Hour**
- 12:00-12:20 **Lecture: Copyright, P.R. Industry and media**
Astrid Mušura Kaučič (Croatia)
Strategic Communications Expert at IN MEDIAS RES COMMUNICATIONS
- 12:20-12:40 **Lecture: New Age, Old Principles**
Miodrag Strugar (Montenegro)
CEO of Strugar&Albijić - Communication, Education and Consulting Institute
- 12:40-13:00 **Lecture: What to Expect When You Expect**
Matjaž Klipšteter (Slovenia)
Managing Director at Taktik d.o.o
- 13:00-14:30 **Lunch**

THURSDAY, JUNE 3RD

- 14:30-17:00 **Workshop #1: Communication Strategy - How to Draft a Strategy in Changing Times**
Andras Sztaniszlav (Hungary)
CEO PersonaR - Corporate Communication Consultancy
- Workshop #2: "Watch This Space" ...Together We Will Boldly Go Where no PR Pro Has Gone Before To Explore the Outer Frontiers of Communicating Tourism in Tomorrow's World**
Chris Pomeroy (Spain)
CEO at Interface Tourism Spain and Director Global Strategies at MMGY Global
- Workshop #3: The Elephant in the Room**
Urška Jež (Slovenia)
CEO & Founder of Transformation Lighthouse
- Workshop #4: Power of mind - Intuition: Your forgotten superpower (antistress workshop)**
Ana Keglović Horvat (Croatia)
CEO & Founder of AKH Consulting
**Workshop Lecturers will define break timings*
***You will choose your workshop at the Conference*
- 17:00 **REJUVENATE YOURSELF**
- 19:30-21:00 **Dinner**
- 21:00-23:30 **PRO PR Musical Moment – DJ time at Night Club "Žafran"**

FRIDAY, JUNE 4TH

- 10:00-10:30 **Lecture: Become a part of "The Global PR Revolution: How Thought Leaders Succeed in the Transformed World of PR"**
Maxim Behar (Bulgaria)
ICCO President 2015-2017, CEO & Chairman of the Board M3 Communications Group, Inc. / A Hill+Knowlton Strategies Partner
- 10:30-11:00 **Lecture: Digital Business Strategy: Facts and Recommendation 2020**
Andrey Barannikov (The Russian Federation)
SPN Communications CEO
- 11:00-11:30 **Lecture: TBA**
Carlos Chaguaceda (Spain)
Director of Communications - Museo del Prado Madrid
- 11:30-12:00 **Networking in motion**
- 12:00-12:30 **Lecture: Internal Communications for the Next Generation of Leaders - Sharing our Story**
Marija Beslač (Serbia)
Communications and CSR Manager, Nordeus
- 12:30-13:00 **Lecture: Key Guidelines for Communication Strategy for Public Administration**
Robert Wester (Belgium)
Managing Director Berenschot EU
- 13:00-14:30 **Lunch**
- 14:30-15:00 **Lecture: Effective Digital Communication**
Martin Korošec (Slovenia)
Author, Lecturer, Entrepreneur
- 15:00-15:30 **"Out of Home" to #stayathome: communication in COVID-19 times**
Ljudmila Bratko Gašpić (Croatia)
Corporate Affairs Manager at Heineken

18th PRO PR CONFERENCE

networking in motion

Hotel Breza & Aparthotel Rosa,
Terme Olimia, Podčetrtek - Slovenia
June 2nd-5th, 2021

FRIDAY, JUNE 4TH

15:30-15:50 **Lecture: The Innovation That Will Change Your Views**

Matt T. (Slovenia)
Founder & CPO at LifeOnScreen

Marc S. (Slovenia)
CTO and founder of Tyger

15:50 **REJUVENATE YOURSELF**

20:30h



PRO PR Globe Awards 2021
Gala Dinner and Ceremony

SATURDAY, JUNE 5TH

09:30-10:00 **Lecture: How Crisis-Hit Companies Can Drive The Media Narrative**

Gerry McCusker (Australia)
Founder of trans-media crisis simulation technology, The Drill and author of the business book and accompanying blog 'Public Relations Disasters'

10:00-10:30 **Lecture: Defining The Unique Value Of The Chief Communications**

Officer in the Cognitive Era
Svetlana Stavreva (Bulgaria)
President of International Public Relations Association - IPRA

10:30-10:50 **Networking in motion**

Media Hour

10:50-11:10 **Lecture: Trends in Media**

Robert Čoban (Serbia)
CEO at Color Press Group

11:10-11:30 **Lecture: Communication Challenge**

Filip Raunić (Croatia)
Editor In Chief at Net.hr

11:30-11:50 **Case Study: The Transformation of Public Relations in Television**

Maša Vodusek (Slovenia)
Public relations at Pop TV

11:50-12:10 **Networking in motion**

12:10-12:30 **Lecture: Generation Z - The Generation We Have Never Seen Before**

Tijana Arih (Slovenia)
Research and Strategic Expert, Arih Agency

12:30-12:50 **Lecture: What can the Past Teach Us about the Future of PR in Croatia**

Vladimir Preselj (Croatia)
Executive Director of the Millenium promocija

12:50-13:00 **Closing ceremony**

13:00-14:00 **Lunch**

Note: The organizer reserves the right to change and supplement the program. The official language of the lecture is English

Endorsed by:



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Official Host



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